



Meeting of the Arlington Commission for Arts & Culture

Date: December 5, 2019

Time: 7:00-9:00p

Location: Jefferson Cutter House Gallery

Minutes

Attending: Stephanie Marlin-Curiel, Cristin Canterbury Bagnall, Steve Poltorzycki, Aneleise Ruggles, Stewart Ikeda, Adria Arch, Lidia Kenig-Scher, Kimberley Harding, and Cecily Miller

Absent: Beth Locke, Tom Davison, and Andrea Nicolay

Guests: Ali Carter and Tom Formicola (arrived at 8pm)

Meeting called to order at 7:07pm

Approval of November minutes

Unanimously approved with edits

Update on open Commission seat

Stephanie and Cristin are continuing to pursue a new commissioner to join the commission and chair the Fundraising Committee

We have a new Community Engagement Committee member - Barbara Owens (has background in the arts and has some fundraising experience – interested in diving in and taking on tasks)

Non-Profit Summit Debrief and Next Steps

- Great feedback from attendees
- Stephanie did a great job facilitating
- Possibility of having Arlington Nonprofits have a unified front in participating in ArtWeek (Artweek May 1-10, 2020)
 - Stewart reviewed conversations he's had with ArtWeek officials regarding the new opportunities they are hoping to pursue with municipalities and organizations outside of Boston proper to expand the reach
 - January 10 is the deadline to be a partner, February 21 is the deadline for organizations to apply to have their event
 - Live Arts Arlington and Michelle Lougee's residency may be great ACAC programs to present and then also engage local nonprofits to consider hosting events and we can promote cumulatively on their behalf

- Community Engagement committee will deliberate on what may be good options
- Stewart also spoke with Timothea Pham about convening local cultural councils to review best practices for Cultural Districts and Councils
- Volunteer Fair – early March 2020?
 - Lots of attendees of the summit expressed interest in doing a united volunteer fair sometime in the spring
 - We need to assess the interest of local nonprofits who would want to participate and what options there may be for a location
- Professional Development ideas
 - They're interested in learning best practices regarding things like marketing, fundraising, sector engagement, etc
- Also looking for a tool to communicate together
 - Shared internal calendar that we will encourage nonprofits to populate

Budget

- Steve presented an overview of how we will be attributing expenses and income with this new budgeting format (merged ACAC/APA budgets)
- There is still work to be done to reconcile the specific line items that came from a few different sources
- It was suggested to separate out individual fundraising income based on funds in the APA account and the ACAC General Fund
- CDMP received notice that MCC will be granting \$1,000 for our participation in Fair Saturday and \$5,000 for general operations

Fundraising

- Newsletter Campaign/Individual Solicitation
 - A newsletter went out in early December for individual donation solicitation
 - We'll get a report from Kristen on how that went
 - Steve will check in with the town regarding what acknowledgement goes out
- Events: Grants reception, house party, Chairful
 - Chairful will be happening again in 2020
 - A house party presenting Michelle Lougee will happen in 2020
 - We will talk with the Grants Committee about using the format of a "house party" at the reception for ACC grant recipients to present a message to attendees about ACAC's work and the importance of donations
 - A suggestion was made to charge a participation fee to have a table at the volunteer fair
- Stephanie, Cristin, and Adria met with Beth Locke to find an opportunity to hold a ACAC/Chamber After Hours event in late April 2020

Marketing Report

- Stewart gave an overview of the year-to-date statistics regarding website and digital marketing engagement

- He is building up our benchmarks so we can begin to review annual trends
- He reviewed main sources of web traffic, how visitors navigate to our site, where they come from, what resources they're using while they're on the site, social media impact and growth, and where potential opportunities for further growth exist

New Business

- Cecily gave a report on Public Art updates including Michelle Lougee's residency and Leslie Wilcox's installation at Jason Russell House
- We are currently in process on 14 items on the Operations Plan and have completed 3 items on the Plan
- ACC needs to conduct a community survey so we are hoping to make this a more comprehensive data collection
- Stewart and Terry will be presenting Marketing best practices for commissioners to review and provide feedback on

Next meeting is January 9, 7-9pm

Meeting adjourned at 9:00pm